

FIG. 1

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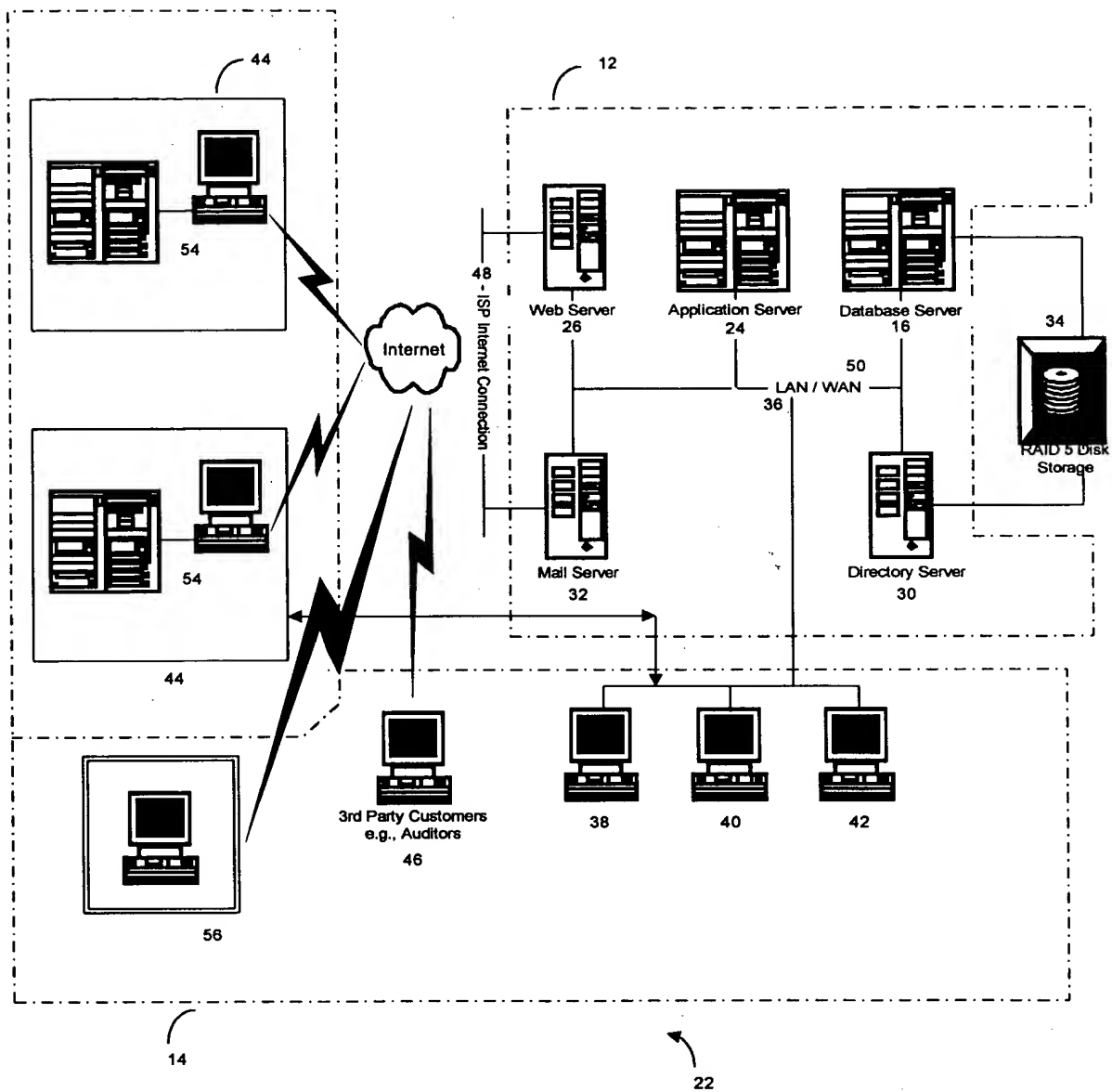


FIGURE 2

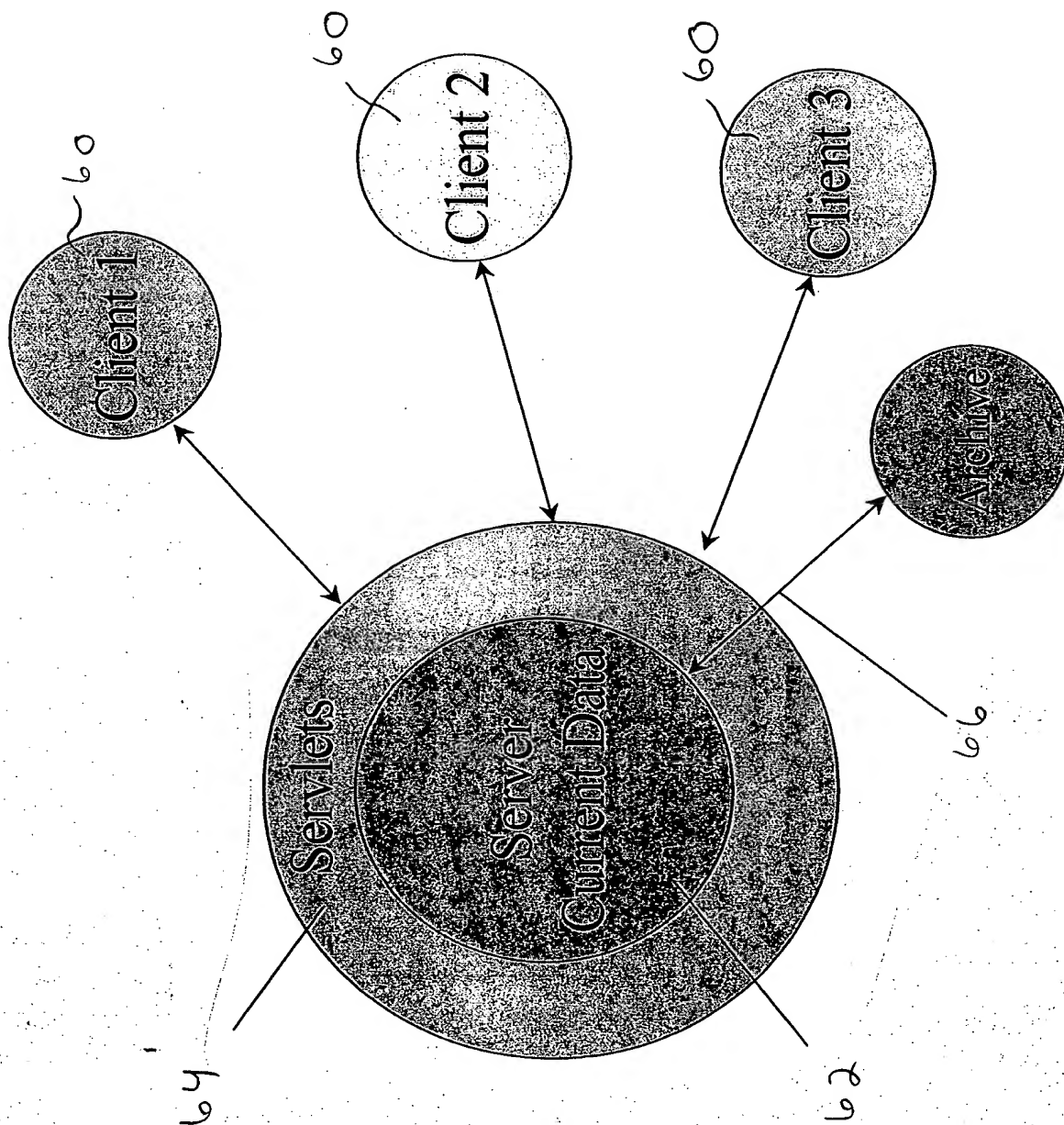


Figure 3

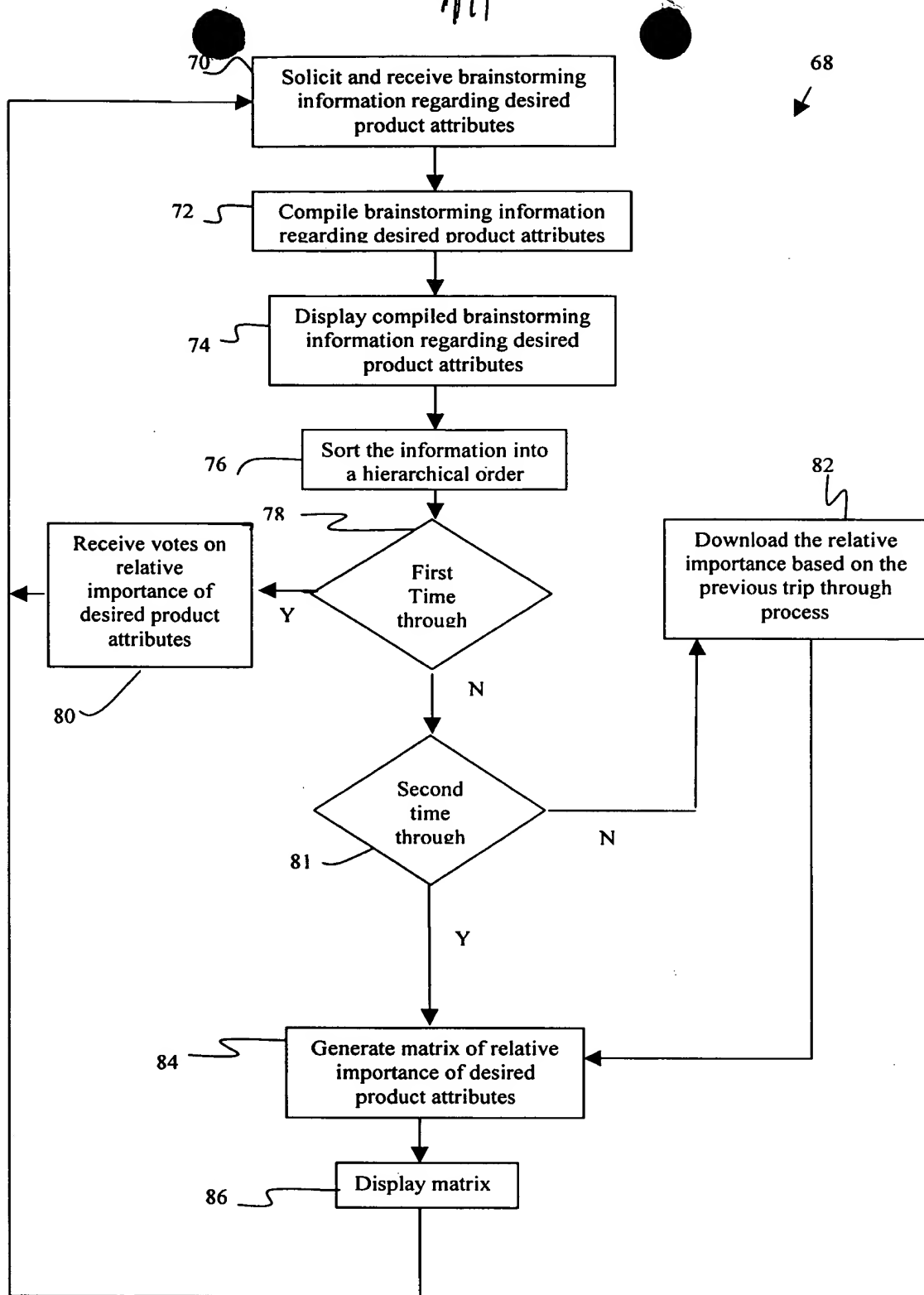


Figure 4

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online	Name	Role	Business	Location
●	User A	Fac.	Employer A	Plainville
●	User B	Customer	Employer B	Phoenix
●	User C	Customer	Employer C	Boston

Figure 5

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100



down select	Brainstormed Input
<input type="checkbox"/>	95% Uptime
<input checked="" type="checkbox"/>	15 sec. response

Figure 6

110



down select	Brainstormed Input
<input type="checkbox"/>	95% Uptime
<input checked="" type="checkbox"/>	15 sec. response

CONTINUE

Figure 7

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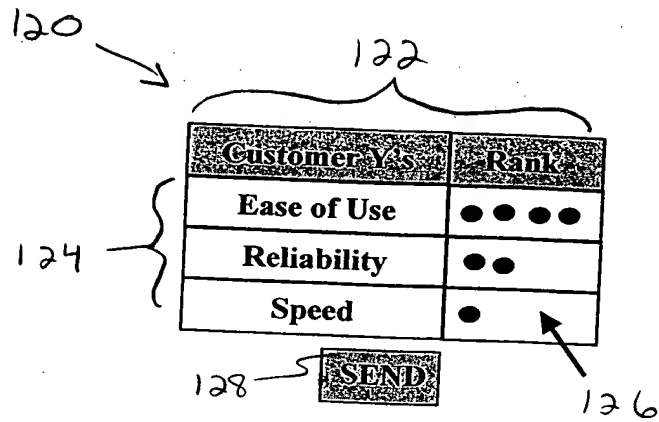


Figure 8

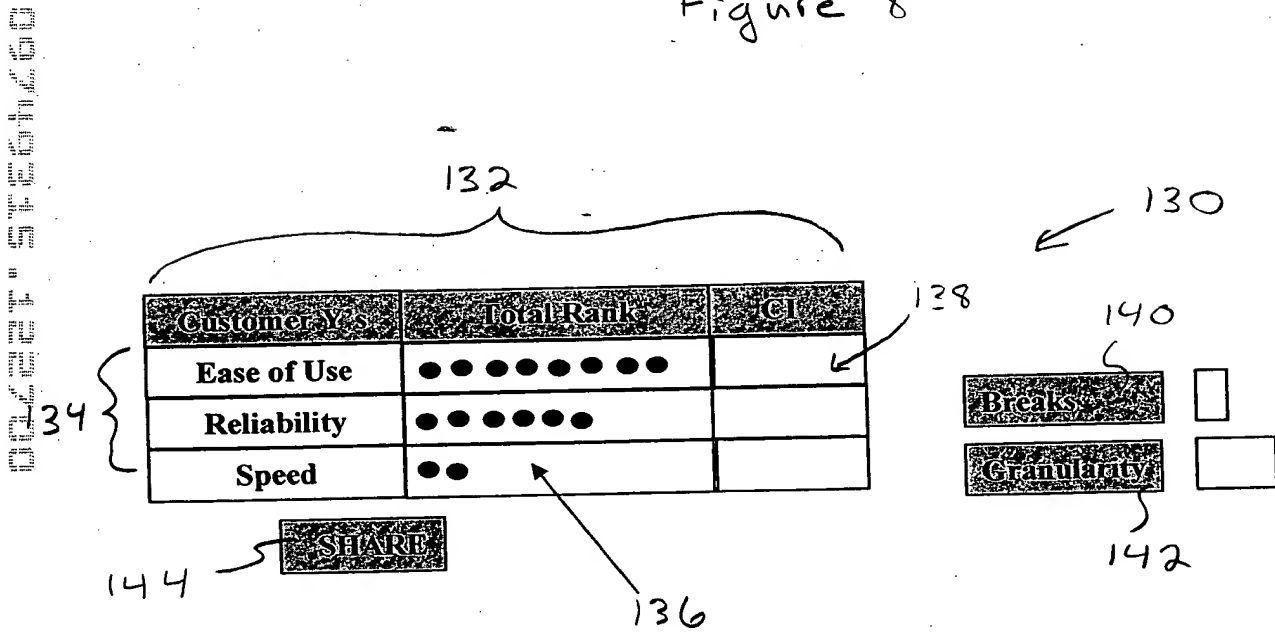


Figure 9

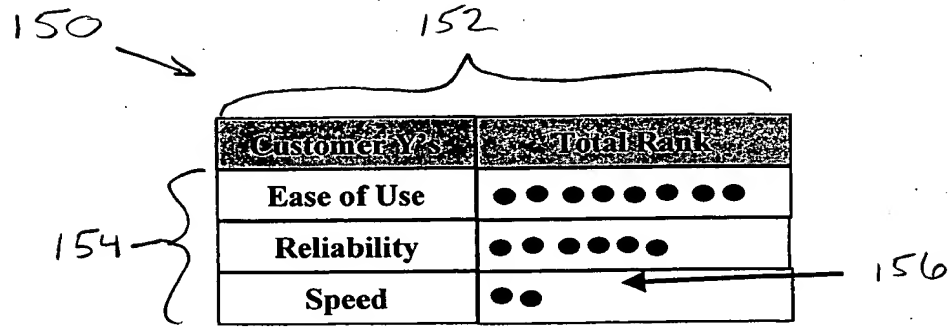


Figure 10

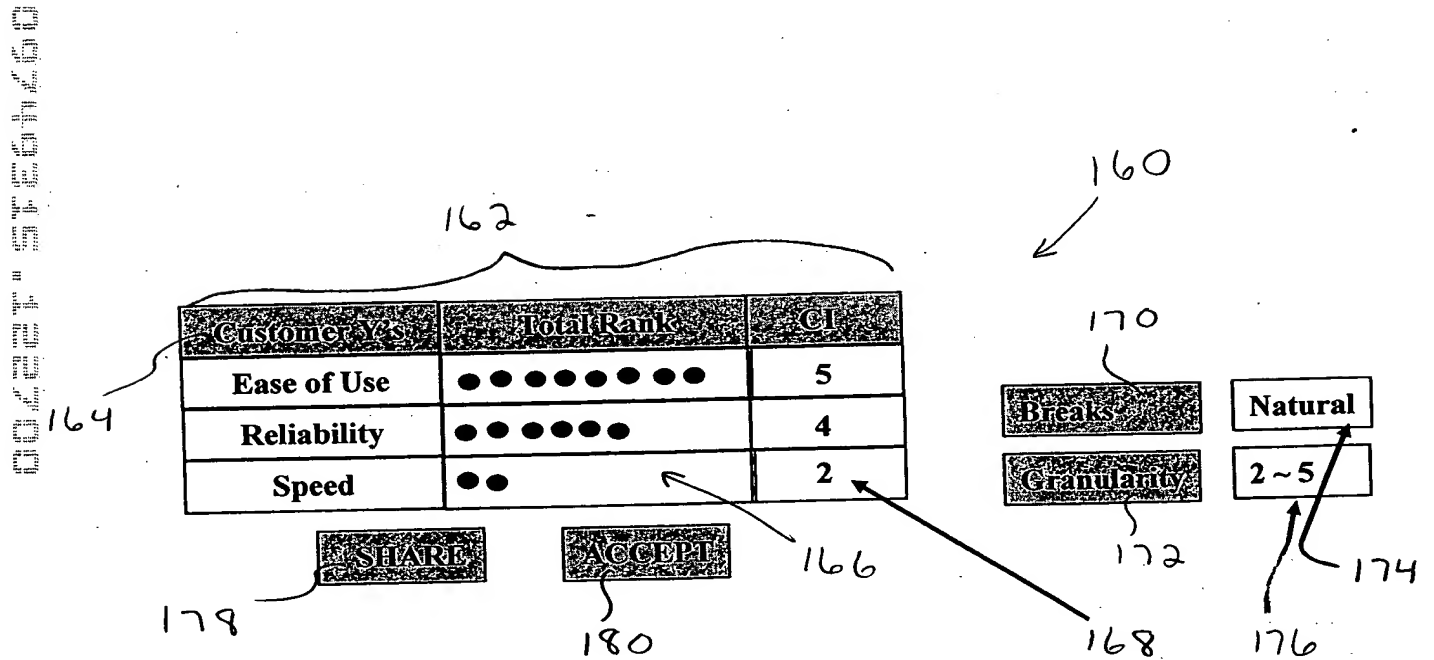


Figure 11

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How does 15 second response time influence Speed?

206 "X"

Send Response

"Y"

208

204

200

QFD Transfer Function is $Y = f(x)$

$Y = f(X)$	corr
Speed = $f(15 \text{ second response time})$	H
Speed = $f(\text{Single user login})$	M
Speed = $f(> 1 \text{ min report gen.})$	L

Figure 13

Customer Y's	Total Rank	CI
Ease of Use	● ● ● ● ● ● ● ●	5
Reliability	● ● ● ● ● ●	4
Speed	● ●	2

Breaks	Natural
Granularity	2~5

Figure 12

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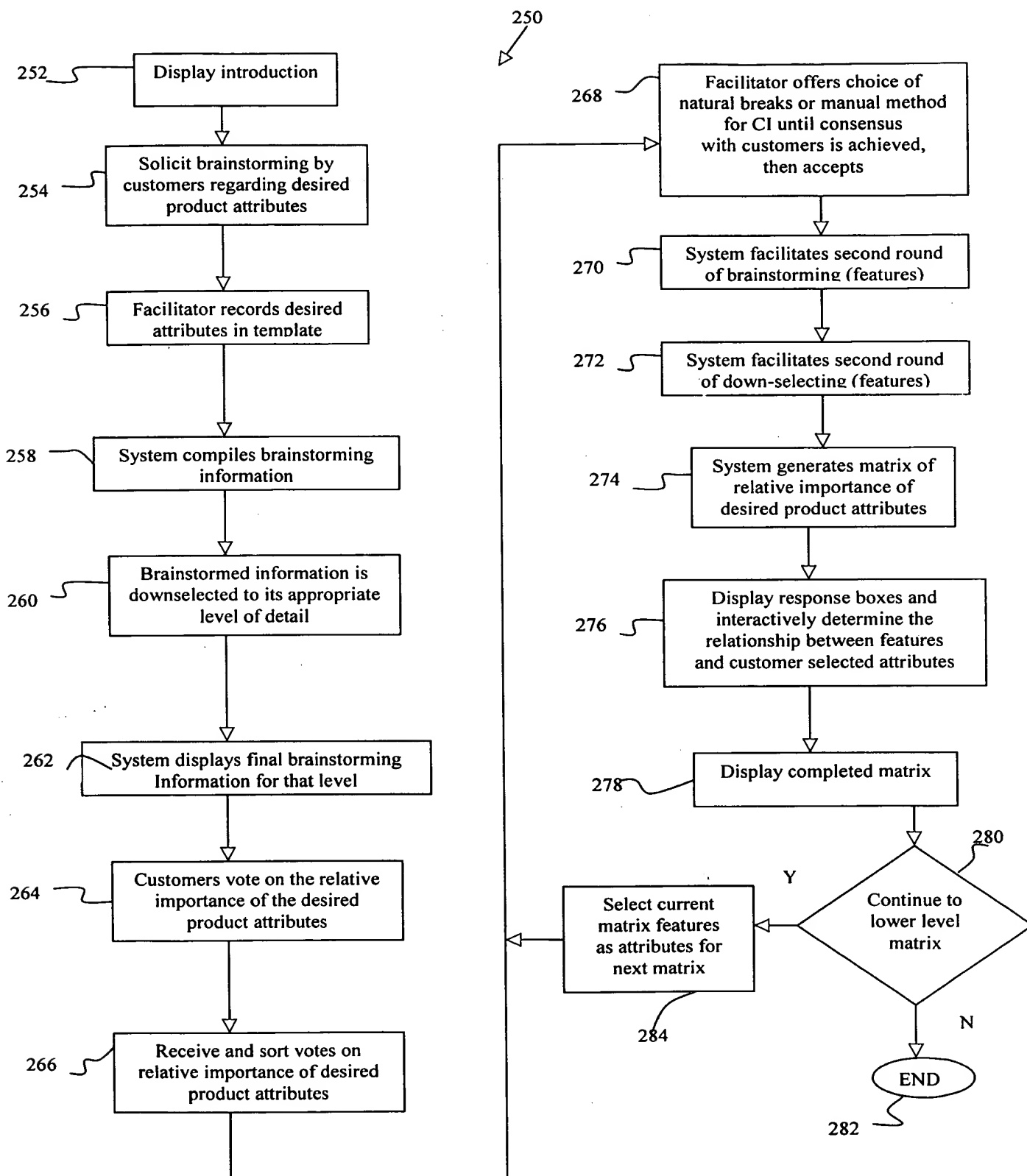


Figure 15